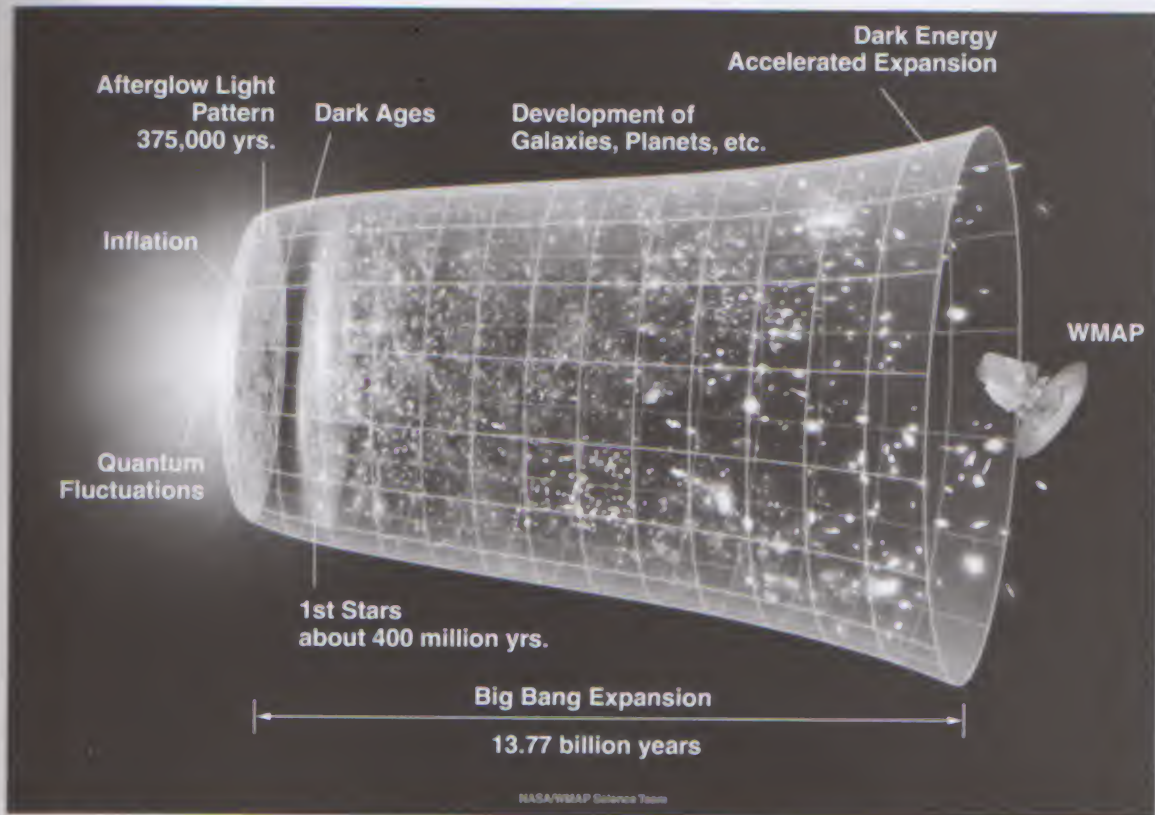


## Epoch 4: The New Millennium

- 2001: NASA launches the Wilkinson Microwave Anisotropy Probe (WMAP); the age of the universe is no longer a mystery. (See Figure 2.3.)



**Figure 2.3** NASA-generated "Timeline of The Universe," based on WMAP measurements of cosmic background radiation.

Source: Public domain, courtesy of NASA.

- 2001: Apple releases iTunes and the iPod.
- 2003: Apple launches the iTunes Music Store (now called the iTunes Store).
- 2003: RIAA launches the first 261 file-sharing lawsuits of 30,000+.
- 2004: SpaceShipOne is the first successful private manned space flight.
- 2004: RIAA includes sales of downloaded music toward certification.
- 2007: Apple Computer changes name to Apple, Inc.
- 2010: Apple releases the iPad.
- 2011: Apple (temporarily) surpasses Exxon as the world's most valuable company.
- 2012: The Higgs boson is detected at CERN, arguably the biggest scientific discovery since  $E=mc^2$ .
- 2012: The end of the Mayan calendar quietly comes and goes.
- 2013: *The Music Producer's Survival Guide* is published by Cengage Learning.

**NOTE:** Determining who was really the "first" to invent or do something is not as easy as it sounds, especially before the media age. When there is no obvious public documentation of a first, "history" usually remembers the first notable example, the first in the lineage that has most directly contributed to our current civilization's widespread technologies, or the one who was awarded the patent. To illustrate the last reason, I would wager that while you've likely heard of Alexander Graham Bell, you've not heard of Elisha Grey until now (see 1874 and 1876 above). There are many other such examples of *multiple independent discovery* (as is discussed in Chapter 8, "Selecting Your Tools," with regard to the invention of the subtractive modular analog synthesizer by two people).